

Message Text

UNCLASSIFIED

PAGE 01 COPENH 01023 171630Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 PRS-01 USIA-15 /037 W

-----171843 080482 /43

R 171515Z FEB 77

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 4009

INFO AMEMBASSY BONN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS COPENHAGEN 1023

E.O. 11652: N/A

TAGS: BEXP, DA

SUBJECT: TRADE SHOWS: RECOMMENDATIONS FOR US OFFSITE PARTICIPATION

REF: A. COPENHAGEN 314 B. STATE 2616 C. COPENHAGEN (76) 3492

D. COPENHAGEN A-32 (76)

1. PURSUANT TO REFS (A) AND (B) EMBASSY HAS RECEIVED TRADE SHOW DATA FROM THE BELLA CENTER AND WISHES TO RECOMMEND THE BELOW LISTED TRADE SHOWS FOR OFFICIAL US OFFSITE PARTICIPATION WHICH WOULD BE ORGANIZED BY EITHER THE US TRADE CENTER FOR SCANDINAVIA IN STOCKHOLM OR THE US INTERNATIONAL MARKETING CENTER IN COLOGNE. ALL SHOWS ARE TO BE HELD IN COPENHAGEN'S BELLA CENTER. RECOMMENDATIONS, IN ORDER OF PRIORITY, AND DATA ON PREVIOUS SHOWS FOLLOW:

1. VVS (INTERNATIONAL HEATING, VENTILATING, AIR CONDITIONING AND SANITATION)

TRADE FAIR

MARCH/APRIL 1978

PREVIOUS SHOW: FEBRUARY 27-MARCH 3, 1976, 45,477 VISITORS

(29,244 TRADE VISITORS 16,233 CONSUMERS) 497 EXHIBITORS IN 179

BOOTHS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 COPENH 01023 171630Z

2. KONTOR OG DATA (OFFICE EQUIPMENT EXHIBITION AND DATA CONFERENCE)

SEPTEMBER 27-OCTOBER 4, 1978

PREVIOUS SHOW: 1975, 40,692 VISITORS, 140 EXHIBITORS, CLOSED TO

THE GENERAL PUBLIC

3. ELEKTRONIK 78 (INTERNATIONAL ELECTRONICS FAIR AND SEMINAR
OCTOBER 27-NOVEMBER 11, 1978. (CLOSED ON OCT. 29)
PREVIOUS SHOW: 1975, 23,000 VISITORS 1,000 EXHIBITORS IN 200
BOOTHS, CLOSED TO THE GENERAL PUBLIC

2. IN ADDITION TO THE FOREGOING, ALL OF THE FOLLOWING SHOWS,
ARRANGED CHRONOLOGICALLY, ARE RECOMMENDED FOR
CONSIDERATION FOR US OFFSITE PARTICIPATION:

1. SCAN FAIR 78 (SCANDINAVIAN IRONMONGERY AND HARDWARE FAIR)
APRIL 2-4, 1978
PREVIOUS SHOW: 1976, 8,847 VISITORS, 220 EXHIBITORS, CLOSED TO THE
GENERAL PUBLIC

2. TRANS 78 (MATERIALS HANDLING AND MATERIALS FLOW SYSTEMS)
AUGUST 30-SEPTEMBER 2, 1978
PREVIOUS SHOW: 1976, 10,485 VISITORS, 126 EXHIBITORS, CLOSED TO THE
GENERAL PUBLIC

3. SCANDINAVIAN FAIR FOR CONTRACT FURNISHINGS 78
OCTOBER 1978
PREVIOUS SHOW: 1976, 1,481 VISITORS, 210 EXHIBITORS, CLOSED TO THE
GENERAL PUBLIC

4. PAK-TEK 78 (PACKAGING EXHIBITION)
DECEMBER 5-9, 1978
PREVIOUS SHOW: 1975, 10,705 VISITORS, 209 EXHIBITORS, CLOSED TO THE
GENERAL PUBLIC

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 COPENH 01023 171630Z

5. SCAN FAIR 79 (HARDWARE & TOOLS, CONSUMER ORIENTED PRODUCTS)
APRIL 1-3, 1979
PREVIOUS SHOW: 1976, 8,847 VISITORS, 220 EXHIBITORS, CLOSED TO THE
GENERAL PUBLIC

6. FOOD FAIR 79 (AND EQUIPMENT FOR PREPARING/HANDLING OF FOOD)
MAY 24-29, 1979
PREVIOUS SHOW: 1975, 58,906 VISITORS, 525 EXHIBITORS, CLOSED TO THE
GENERAL PUBLIC

7. ENTREPRENEUR 79 (CONTRACTORS' EQUIPMENT)
JUNE 13-17, 1979
FIRST-TIME EXHIBITION, CLOSED TO THE GENERAL PUBLIC

8. SCANDINAVIAN FAIR FOR CONTRACT FURNISHINGS 79
BEGINNING OF OCTOBER 1979
PREVIOUS SHOW: 1976, 1,481 VISITORS, 210 EXHIBITORS (INCLUDING THE
PERMANENT FURNITURE MART), CLOSED TO THE GENERAL PUBLIC

9. EL 79 (ELECTRICAL EQUIPMENT)

OCTOBER 12-21, 1979

PREVIOUS SHOW: 1976, 89,284 VISITORS 151 BOOTHS WITH 700 EXHIBITORS

10. INTERTOOL 79 (MACHINE TOOLS AND EQUIPMENT)

UNDECIDED

PREVIOUS SHOW: 1976, 23,000 VISITORS, 818 EXHIBITORS, CLOSED TO THE
GENERAL PUBLIC

3. IT SHOULD BE NOTED THAT ALL ATTENDANCE PROMOTION OF THE SHOWS
AT THE BELLA CENTER IS HANDLED BY THE SHOW MANAGEMENT. NO ADDITION-
AL USG PROMOTION SHOULD BE NECESSARY, THEREBY ELIMINATING AN
IMPORTANT COST FACTOR.

4. WE ASSUME COMMERCE RECRUITING WILL CONCENTRATE ON NEW-TO-MARKET
FIRMS OR THOSE WHICH HAVE GENUINELY NEW PRODUCTS/TECHNOLOGY TO
OFFER.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 COPENH 01023 171630Z

DEAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 17-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977COPENH01023
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770057-0480
Format: TEL
From: COPENHAGEN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770233/aaaabcys.tel
Line Count: 140
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6acfa1c5-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 COPENHAGEN 314, 77 COPENHAGEN A-32
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 19-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3299662
Secure: OPEN
Status: NATIVE
Subject: TRADE SHOWS: RECOMMENDATIONS FOR US OFFSITE PARTICIPATION
TAGS: BEXP, DA
To: STATE
Type: TE
vdkgvwkey: odbs://SAS/SAS.dbo.SAS_Docs/6acfa1c5-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009